

**CITY OF CORAL GABLES
COMMUNICATIONS COMMITTEE MEETING**

Minutes of June 19, 2014

Members	J	J	A	S	O	N	D	J	F	M	A	M	J	
Herb Levin Liana Perez	+	+	+	P	P	*	P	P	P	P	P	P	P	Mayor Jim Cason
Luba De Witt Sam Joseph	*	*	*	E	P	*	A	P	P	E	P	A	A	Commissioner Pat Keon Commissioner Maria Anderson
Les Pantin III Carlos Perea	*	*	*	P	P	*	P	A	P	P	E	P	P	Commissioner Vince Lago Comm. Ralph Cabrera Jr.
Jerry Santeiro (deceased)	*	*	+											Comm. Frank C. Quesada
Connie Crowther David Stiefel	*	*	+	P	P	*	P	P	P	P	P	P	P	Vice Mayor William H. Kerdyk

* No meetings

x No quorum

+ Resigned

Staff in attendance:

Maria Rosa Higgins Fallon, Public Affairs Manager

Guests:

Gee Ming Chow, Information Technology Department

Raimundo Rodulfo, Information Technology Department

Eric Machado, Information Technology Department

Michelle Cash, Economic Sustainability Department

The meeting came to order at 9:30 a.m.

Approval of minutes

The minutes from the May meeting were circulated for approval.

Motion: Les Pantin motioned to approve the May meeting minutes. Connie Crowther seconded the motion and it passed unanimously.

Information Technology

Higgins Fallon introduced Gee Ming Chow director of Information Technology Department who is making a presentation regarding a new mobile app. Chow said this tool will allow the City to provide city services, allow users to send non-emergency requests, as well as provide news, alerts, and information to businesses and visitors. It will allow residents to submit requests for services if they notice something that needs attention like graffiti on streets. There will be a feedback system that will allow replies from the City and track the actual request and concern of citizens. The app will also promote our community.

The first phase of the app implementation will include modules for code enforcement and for CRM customer relations. Timeframe is for August/September implementation. As an

expanded feature, Commissioner Lago has requested to include trolley and bike routes. He app will also include parking locations and parking availability information. The new app will also have social media connectivity with Facebook, Twitter, and Instagram.

Connie Crowther said that it is important to make information available about parking. This is a huge public relations problem in Coral Gables and it needs to be promoted better.

Michelle Cash agreed saying that the City is working in a communications fact print to show where to find the city's parking garages. She is working with Public Affairs in order to promote it.

Chow continued saying that the new app will include as much City information as included on the website such as news and alerts. Users can look up for permits and payment features. The timeframe to finish this is by December 2014.

Les Pantin inquired about any additional suggestions for possible features in the app.

Chairperson Herb Levin inquired about how this new app will be promoted. Higgins Fallon replied that once launched, information will be made available on the City's regular communication channels such as enews, the web, and CGTV. When approved, it will also be promoted through social media. She added that her interest in this app, apart from all the features, is the connectivity with social media. She has received copies of Miami-Dade County's social media policies through Les and has prepared a first draft of city policies that she has shared with the Communications Committee for input.

Cash also explained that she's working to include guidelines for the City's image and brand identity all into one document so that this information is uniform and consistent. When creating promotional materials it is important to create the same look and experience. All departments can refer to this material about how to use the logo or the seal, for example, and refer to mechanical standards. It will include sample templates for the creation of newsletters, webpage, flyers, brochures, and presentations. She is working with Maria from Public Affairs to include in this draft document.

Crowther has reviewed the social media draft guidelines and forwarded her suggestions to Maria. Higgins Fallon said that the document has to be reviewed also by legal department and the city's leadership for top-down endorsement and acceptance.

Chow inquired if he should come back to this Committee once the app has been developed. Higgins Fallon agreed to bring back an IT app update for additional input.

Levin suggested to be as inclusive and as finished in the first introduction as possible rather than to stage the introduction. You only get one opportunity to make a first impression.

Higgins Fallon thanked members of the Information Technology Department for their participation.

Projects & Events

Higgins Fallon briefly updated members of the following projects:

- Required Financial Disclosure Forms must be returned to the City Clerk's Office.
- Fourth of July fireworks, all members are invited to participate
- Summer Camp at the Youth Center is currently ongoing.

Due to activities at Youth Center, the August meeting may be cancelled due to the center's closing for annual maintenance. She will update members whether there is a quorum for the July meeting.

Higgins Fallon also distributed the economic development brochure in Spanish which was translated at the request of the Communications Committee. This information is currently available on the website in English and now in Spanish. She thanked members for their interest in keeping bilingual information.

Higgins Fallon showcased the June Commission meeting where CGTV staff answered questions regarding the proposal to initiate social media.

Levin stressed the importance of continuing all efforts to communicate in English and Spanish. All members concurred. He suggested that the discussed app should include a Spanish component.

Higgins Fallon also distributed the latest e-News issue. With no further issues to discuss, the meeting was adjourned.